



Communications Designer II

Job Code	20000131	Job Family	Relationship Management	Professional / Knowledge Worker	
Department	Communications & Marketing	Reports to	Comm Mrktng & Bus Rdns Director	Union Status	Non-Represented
FLSA Status	Exempt	Pay Grade	2054	This Job is a Lead	No
Last Updated	12/1/2022				

Accountability for Workplace Culture

Our PUD values are at the center of our culture. Putting the safety, health, and well-being of our communities and those we work with is valued above all else and everyone on Team PUD must meet this commitment daily. Nothing we do in achieving our Mission is worth a single injury, and all who interact with us must feel they are valued and welcomed as individuals.

Everyone on Team PUD, in all positions, is accountable for achieving this safe and welcoming culture by:

1. Taking full ownership for the safety of themselves and their coworkers, while ensuring everyone feels valued and welcomed.
2. Taking action to identify and eliminate their own and others' at-risk behaviors, including the behaviors that may undermine another's feelings of being welcomed and valued.
3. Following all safety rules and regulations and ensuring the PUD's expectations for conduct and respect are maintained.
4. Openly sharing near-misses, safety learning opportunities, and ways we can learn to be a more welcoming place while encouraging others to do the same.
5. Utilizing Stop Work Authority to intervene with anyone, anytime, in any place.
6. Intervening or seeking guidance to stop actions that are harmful to the wellbeing, health, or sense of belonging of others, and which are detrimental to our PUD values.

Job Summary

Plans, produces and coordinates internal and external communications and marketing materials. This includes design and production of everything from logos and web ads to vehicle wraps and complex printed documents including the Annual Report. Designs, manages, updates and maintains the intranet and customer-facing website with the technical support of the IT team. A key player in protecting the PUD's brand guidelines and editorial style.

Accountabilities

Accountability #1

Delivers excellent customer experiences through transparent, consistent, and proactive communication by bringing effective, transparent, timely, informative external communications from the organization focused on keeping customer/owners well informed and educated on the the happenings, services and value the District brings customers and our communities assisting with keeping them connected to their utility and resulting in high levels of customer satisfaction. This is achieved through compelling graphic design and marketing materials in both print and digital formats, words and design and by exploring and utilizing a wide array of mediums available and similar responsibilities.

Accountability #2

Delivers excellent customer experiences through transparent, consistent, and proactive communication by bringing effective, transparent, timely, informative internal communications to the organization focused on keeping employees and teams well connected, informed and educated on the happenings of the District and the daily things there are to know. Encourages organization to speak up, share, and connect through communications. This is achieved through compelling graphic design and marketing materials in both print and digital formats, words and design and by exploring and utilizing a wide array of mediums available. and similar responsibilities.

Accountability #3

Delivers excellent customer experiences that reflect friendly, positive interactions by developing creative, fun, informative, timely, consistent community engagement activities developed toward energizing life in our communities, increasing our positive customer outreach, providing a better understanding of the value we bring and contributing in positive, responsive ways to the requests of many of our special need audiences and similar responsibilities.

Accountability #4

Maintains transparency and the trust of our customers and stakeholders in our external communications by designing, maintaining and troubleshooting the PUD's websites, working closely with IT to maintain a positive user experience. Acts as primary contact for both the external and internal sites. For the customer-facing site, provides updates (both visual and technical) as well as maintaining PUD style guide (consistency), voice and strategy. For the PUD Intranet, trains users and develops content. Updates pages to ensure adherence to PUD standards and brand guidelines and similar responsibilities.

Accountability #5

Delivers exceptional value to our customers through fiscally responsible planning and management by supporting Corporate Communications in being a team player who enjoys overseeing projects and driving deadlines, while also juggling multiple projects of their own. Works closely with teams around the District to plan and support programs and projects and similar responsibilities.

Accountability #6

Demonstrate powerful partnership that reflects an understanding of community and customer needs by performing as project leader on medium to large projects requiring internal and/or external communication knowledge or digital design expertise, defining project scope and delivering, timeline, dependencies, identifying and managing risk, communicating project status, managing, making trade offs measuring results, and similar responsibilities.

Accountability #7

Provides outstanding value relative to cost to our customers by demonstrating an eye for detail with exceptional proofing and writing skills and similar responsibilities.

Accountability #8

Deliver exceptional value to our employees and customers through continual improvement and innovation by staying current on training and trends in communications that utilize technology and increase understanding.

Accountability #9

Accountability #10

Minimum Qualifications Note

The minimum qualifications listed below are representative of the knowledge, skills, and abilities needed to perform this job successfully, as described in the Accountabilities. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential Accountabilities (duties and responsibilities) of this position. If you need assistance and/or a reasonable accommodation due to a disability during the application or recruiting process, please contact Human Resources at HRRecruiting@snopud.com, or by phone at 425-783-8655.

Qualifications – Education and Experience

Minimum Required Education and Experience:

Bachelor's Degree in Marketing, Communications, Journalism, Web/Graphic Design, or related field, AND
Two (2) years of experience with graphic design, website development/management, or related;

OR

Six (6) years of experience with graphic design, website development/management, or related.

Preferred Education and Experience:

Qualifications – License(s) and/or Certification(s)

Minimum Required License(s) and/or Certification(s):

Preferred License(s) and/or Certification(s):

Qualifications – Skills and Abilities

Minimum Required Skills and Abilities:

Cross-platform software to include but not limited to: Web-authoring, Web management, Web browsers, graphic design, desktop publishing, word processing, spreadsheet, database, photo

rendering, computer operating systems, and email/exchange.
Macintosh and Windows computer platforms, including ability to produce on both platforms as well as handle and resolve cross-platform compatibility projects and issues.
Experience with Adobe Create Suite applications including InDesign, Illustrator and Photoshop, with experience in both web and print production.
Multimedia tools and flatbed scanner.
Journalism, marketing, graphic design, and layout.
Desktop publishing.
Pre-press requirements and printing production.
Business concepts/ theories/ practices.
Customer service practices and principles.
Project planning and management.
Create effective, efficient, and user-friendly Intranet for all employees.
Create effective, efficient, and user-friendly Web site for all customers.
Maintain a balance between communicating and presenting information, appealing design, cost, and ease-of-use for all Web/Intranet pages.
Develop creative and innovative marketing products.
Embrace the concept of teamwork and participative management.
Communicate effectively, both orally and in writing, with all levels in the PUD, outside agencies, vendors, media and the general public.
Perform under pressure with tight deadlines.
Work on several concurrent projects.
Research, write, edit, and evaluate copy.
Use independent and discretionary judgment.
Develop communication programs/publications.
Handle sensitive and confidential information.
Operate multi-platform computers with extreme efficiency.
Accept and adapt various kinds of feedback.
Learn, interpret and apply District Directives and Policies.
Work as part of a team.
Work independently with little supervision.

Preferred Skills and Abilities:

Animation experience and knowledge of Adobe AfterEffects
Exceptional grammar skills
Excellent communication skills (written and verbal)

Competencies

The following competencies describe the cluster of behaviors associated with job success in the job group identified as “Professional / Knowledge Worker”.

- Adaptability
- Building Customer Loyalty
- Building Partnerships
- Communication
- Continuous Improvement
- Continuous Learning
- Courage
- Decision Making
- Earning Trust
- Emotional Intelligence Essentials
- Facilitating Change
- Influencing
- Initiating Action
- Innovation
- Leveraging Feedback
- Mentoring
- Planning and Organizing
- Positive Approach
- Professional Knowledge and Aptitude
- Stress Tolerance
- Technology Savvy
- Valuing Differences
- Work Standards

Physical Demands

Physical Demands List	Frequency
Sit	Constant (67-100%)
Walk	Occasional (11-33%)
Stand	Frequent (34-66%)
Drive	Occasional (11-33%)
Work on ladders	Never
Climb poles or trees	Never
Work at excessive heights (note heights in open text box below)	Never

Twist	Seldom (1-10%)
Bend/Stoop	Seldom (1-10%)
Squat/Kneel	Seldom (1-10%)
Crawl	Seldom (1-10%)
Reach	Seldom (1-10%)
Work above shoulders (note specific activity in open text box below)	Never
Use Keyboard /mouse	Constant (67-100%)
Use wrist (flexion/extension)	Seldom (1-10%)
Grasp (forceful)	Frequent (34-66%)
Fine finger manipulation	Constant (67-100%)
Operate foot controls	Occasional (11-33%)
Lift (note weight in open text box below)	Never
Carry (note weight in open text box below)	Never
Push/Pull (note specifics in open text box below)	Never
Work rapidly for long periods	Frequent (34-66%)
Use close vision	Constant (67-100%)
Use distance vision	Constant (67-100%)
Use color vision	Constant (67-100%)
Use peripheral depth perception	Constant (67-100%)
Speak	Constant (67-100%)
Hear	Constant (67-100%)

Additional Physical Demands not listed above and associated frequency below.

Mental Demands

Communication

	Frequency
Understand and carry out simple oral instructions	Frequent (34-66%)
Understand and carry out complicated oral instructions	Frequent (34-66%)
Train other workers	Frequent (34-66%)
Work alone	Constant (67-100%)
Work as a member of a team	Constant (67-100%)
Follow standards for work interactions	Constant (67-100%)
Write communications for clarity and understanding	Frequent (34-66%)
Speak with clarity with others	Constant (67-100%)

Comprehension

	Frequency
Read and carry out simple instructions	Frequent (34-66%)

Read and carry out complicated instructions	Frequent (34-66%)
Retain relevant job information	Constant (67-100%)
Reasoning	Frequency
Read and interpret data	Frequent (34-66%)
Count and make simple arithmetic additions and subtractions	Frequent (34-66%)
Use intermediate and/or advanced math	Occasional (11-33%)
Organization	Frequency
Plan own work activities	Constant (67-100%)
Plan work activities of others	Frequent (34-66%)
Direct work activities of others	Seldom (1-10%)
Resilience	Frequency
Work under pressure	Constant (67-100%)
Work for long periods of time	Occasional (11-33%)
Work on several tasks at the same time	Constant (67-100%)

Additional Mental Demands not listed above and associated frequency below.

Work Environment

Environmental Conditions List	Frequency
Exposure to weather	Never
Wet and/or humidity	Never
Atmospheric conditions	Never
Confined/restricted working environment	Never
Vibratory Tasks – High	Never
Vibratory Tasks – Low	Never

Additional Environmental Conditions in this job not listed above and the associated frequency below.

Risk Conditions List	Frequency
Exposure to Heights	Never
Exposure to Electricity	Never
Exposure to Toxic or Caustic Chemicals	Never
Working with Explosives	Never

Exposure to Radiant Energy	Never
Extreme Cold	Never
Extreme Hot	Never
Proximity to Moving Mechanical Parts	Never
Noise Intensity	Never
Exposure to animals	Never
Working with angry customers	Seldom (1-10%)

Additional Risk Conditions present in this job not listed above and the associated frequency below.

On-Call Status and Frequency

On-Call is required.

- Yes
- No

On-call activities and frequency.

Daily Provide On-Call support 24/7, 365 days a year. Call frequency is not daily and limited to specific events requiring immediate attention and response.

Work Location

The primary assignment for this position is:

- Remote
- Office Hybrid
- On-Site
- Field/Job Site

While this description has provided an accurate overview of responsibilities, it does not restrict management's right to assign or reassign duties and responsibilities to this job at any time. This position description is designed to outline primary duties, qualifications, and job scope, but not limit our employees or the organization to complete the work identified. In order to serve our customers best, each employee will offer their services wherever and whenever necessary to ensure the success of the District in serving our customers, to further the safety, health, and inclusivity of employees and the

public, and achieve expectations of the District overall, while also remaining flexible in recognition of the employee's wellbeing.